

# Corporate Pack

Supporting, empowering and inspiring young people



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# Welcome from our CEO

**We help local young people as they transition from childhood to young adulthood. Many of the young people we work with are vulnerable or disadvantaged and unable to access help elsewhere.**

Thank you for your interest in Berkshire Youth. We are a local independent youth charity, which aims to be the 'go to' organisation for youth support and youth service, THE voice of young people in the area. We support youth leaders and young people aged 10 to 18 through challenging life transitions and events to help them make the right choices, grow resilience and mature as individuals and members of society.

Our early intervention programmes and support not only improve and enhance young people's lives, but also tackle the very real issues that they face. With record high levels of child criminal exploitation and knife crime, and more than half of young people linking mental illness with alienation and isolation, our youth workers' guidance and relationships with local young people really can make all the difference and be the key to positive change. We encourage young people to engage in positive activities which encourage personal development and direct them away from risky behaviours which are damaging to themselves, their futures and the communities in which they live. Through local community engagement and an active programme of personal development, we support young people to become active citizens, fully engaged in social action.

We hope that you will consider supporting Berkshire Youth, and look forward to hearing from you soon.

Best wishes,  
**Sarah Emery, CEO**

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# Our work

## Highlights from our latest Annual Review

# 227

227 individuals attended a total of 2,000 sessions and engaged with a youth worker for 12,001 hours.

# 5,319

Community coaches delivered 555 sessions, with 5,319 young people attending.

# 25

25 clubs across Berkshire have taken advantage of our support.

# 1,628

We've supported the mental and health and wellbeing of 1,628 young people through our Wellbeing Programme.

# 397

We've provided community-based sport and activities for young people through 20 SPLAT sessions.

# 186

We've grown the number of active DofE participants to 186.

# 148

148 young people actively engaged in our Fit4YOUth programme.



# Corporate support

We rely on the incredible generosity of local people, companies and groups. We need your help to raise awareness of Berkshire Youth and to raise funds to pay for our crucial work, supporting, empowering and inspiring young people.

## Corporate Partner

Working in partnership with Berkshire Youth, your business can help us change the lives of more local young people. We can work together in many ways, with real benefits for your business including inspiring and motivating your staff and customers, promoting your brand, enhancing your reputation and developing high-performing teams.

## Charity of the Year

As your chosen Charity of the Year, we will be delighted to offer your staff a wide range of volunteering opportunities, you will be invited to our fundraising events, and will be fully supported with promotional collateral and advice.

Berkshire Youth's team will be happy to support you at every stage of the process to ensure that you are happy with your partnership with Berkshire Youth and that you are shown our sincere gratitude throughout.

## Donate Through Payroll

Make regular donations to Berkshire Youth through your payroll and it will cost you less, because donations come out of your pay before tax. If your salary or pension is paid regularly through payroll (PAYE), you can donate directly from your pay packet.



# Sponsorship

Berkshire Youth believes that every young person should have access to opportunities to develop skills and raise their aspirations. With local authority funding greatly reduced and activities for young people being lost as a direct result, it is more important than ever to invest in personal development opportunities for young people.

Please let us know if you would like to discuss the possibility of sponsoring one of our high profile projects.

## **Be Internet Citizens**

This programme, designed by Google and YouTube, explores media literacy, critical thinking and digital citizenship. With young people spending so much time online it is very important that they remain alert to online dangers and hazards. The programme supports the young people to identify fake and biased news, build resilience and critical thinking skills in order to be alert when consuming online content, recognise the power the internet has in shaping our attitudes towards others, and understand the difference between hate speech and free speech.

## **Community Training**

We are able to provide first aid, mental health first aid and safeguarding training for schools and organisations working with young people.

## **Duke of Edinburgh**

Berkshire Youth are able to offer access to the DofE programme to young people who cannot engage with DofE through their school. The Bronze, Silver and Gold programmes offer non-competitive voluntary activities for young people. Young people are able to choose between hundreds of activities to inspire them, including expeditions, yoga, DJing and volunteering. The awards help young people gain essential skills, experience, confidence and resilience to successfully navigate adult life.

## **Fit4YOUth**

The Fit4YOUth programme is a unique health and wellbeing project designed to help children, young people and their families lead healthier lives by improving their diet and personal hygiene. The programme and individual workshops explore key health messages around nutrition, physical activity and hygiene. By adopting healthier choices and behaviour, the programme aims to slow down or reverse the obesity epidemic and encourage long term behaviour change.

## **Fusion**

Fusion is an exciting programme for young people in Years 6 and 7. The Fusion programme supports young people as they transition from primary to secondary school, after school and within their local community. The programme provides new opportunities for young people to develop key life skills and tools, and encourages them to engage with their community through social action projects.

## **FutureProof**

This interactive programme aims to equip young people with the skills and resilience needed to navigate a transient and complex world. FutureProof topics include critical thinking, identity, healthy minds and managing conflict. Young people who have completed the programme have reported benefitting from improved confidence, motivation and understanding of different perspectives.

## **Leadership Academy**

Berkshire Youth offers bespoke leadership programmes for young people, providing vital skills and qualifications that help young people fulfil their potential. Throughout the course, participants are provided with opportunities and support to develop key skills, focusing on confidence, communication, planning, problem solving, resilience, team work and leadership. The qualifications are recognised as both meaningful and relevant by colleges, universities and employers.

## **Mentored Moves**

Our successful Mentored Moves project supports young people who are at risk of exclusion from school. Our youth workers meet with young people either individually or in small groups at their school. The sessions help to identify the causes of negative behaviours and support young people to find tools and techniques to manage these behaviours, reducing their risk of exclusion and encouraging them to positively engage with education.

## **Wellbeing Programme**

Many young people have told us that mental health and wellbeing are one of the most important issues facing them and other young people at the moment. Berkshire Youth has teamed up with leading education company Aspire 2Be to create a Wellbeing Programme to address the enormous challenges young people are facing. Delivered in secondary schools, young people and staff take part in sessions to optimise their mental wellbeing and the positive side of mental health. Young people are given continued support after the sessions through a wellbeing tracker tool and app tailored to their own individual needs.

# Inspired facilities

Berkshire Youth has three flagship youth clubs (inspired facilities) across the county to help young people access high quality leisure time activities. Our focus is on prevention, in particular to cater for young people who are missing out because they are not yet in crisis but either cannot afford what is on offer or face other barriers to access, such as mental health challenges, caring responsibilities or low self-esteem or self-confidence.

## **The Wayz**

The Wayz is a safe and pleasant youth club in Bracknell, offering the wide cross section of local young people the chance to take part in a variety of activities and opportunities. The Wayz provides an arena to help support young people to gain confidence and understanding when dealing with issues and challenges in their lives.

## **Britwell Youth and Community Project**

The Britwell Project is based at the heart of the Britwell Estate in Slough, an area of significant deprivation. The centre offers local young people a safe haven where they can have fun and develop relationships with other young people and trusted adults, gain life skills, take part in a wide variety of activities and develop their IT, leadership and volunteering opportunities.

## **Waterside Centre**

Waterside Centre is our newest youth club in the centre of Newbury, next to the canal. We are proud of this state-of-the-art facility which offers local young people a youth club, safe space and a programme of activities, including canoeing, climbing and volunteering.

## **Sports Leisure and Activities Team (SPLAT)**

SPLAT is Berkshire Youth's Sports, Leisure and Activities Team, a mobile unit that travels across Berkshire delivering a variety of sports and activities to young people, from sports and games to arts and crafts. Berkshire Youth works closely with youth clubs and schools to provide a range of events and activities designed to develop and educate the young people through leisure time activities.



# Fundraising ideas

Would your organisation help us to raise vital funds to support our local young people? Here are just a few fundraising ideas to get the ball rolling, but please feel free to come up with your own!

## Cake Sales

Do you have 'Cake Friday' in your workplace? Why not ask your employees to get baking and sell their delicious cakes to colleagues?

## Car Boot Sales

As the saying goes, 'One man's junk is another man's treasure'. Often car boot venues will offer a discount on the pitch cost when you're raising money for charity.

## Dress Down Days

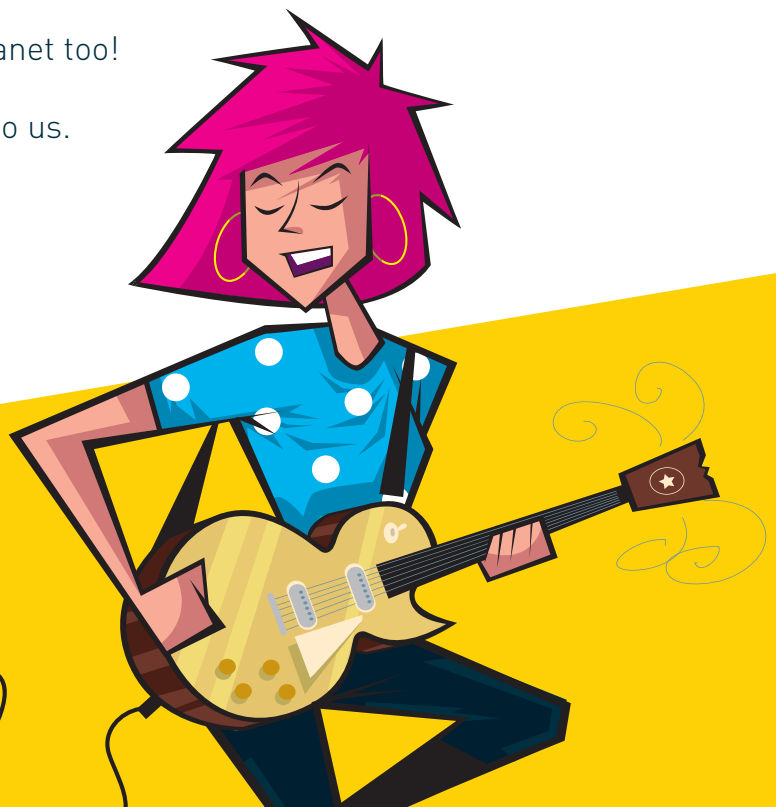
Are you having a 'Dress Down Friday'? Would your employees pay £1 for the privilege? This is a quick and easy way to raise funds for Berkshire Youth.

## Online Shopping

You can support our work by shopping online via easyfundraising and The Giving Machine. They will make a donation to Berkshire Youth every time you shop via their websites.

Save yourself time and money by sending e-cards and donating to us instead at DontSendMeACard. It's better for the planet too!

You can also donate your Nectar points to us.



# Event fundraisers

Are you thinking of running the Reading Half Marathon? Do you fancy taking on a new challenge? You could raise some money for Berkshire Youth at the same time!

## Quiz Nights

Who doesn't like a good quiz?! Why not hold a fun quiz night at a local pub, community centre, school or online?

## Sponsored Challenges

Show off the skills nobody knew you had! From keepy-uppies to endurance challenges, we're sure you can think of some really exciting ideas to inspire lots of donations!

## Sports Tournaments

Challenge your team to take part in a sports event! It's bound to be great fun and a way to promote fitness to your staff whilst raising money for charity! Which sport(s) will you choose?



# The difference you could make

## £50

£50 could pay for a young person to attend one of our activity programmes.

## £100

£100 could help to replace old equipment with new for our activity sessions.

## £500

£500 could enable 60 young people to be trained to become young first aiders.

## £1,000

£1,000 could cover the insurance and service costs for our van which transports the equipment for young people's activity sessions.

## £10,000

£10,000 could provide a Fit4YOUth programme in four schools (reaching a total of 240 young people).



# Contact

Berkshire Youth would be delighted to work with you as we continue to develop new opportunities for young people. We are keen to build relationships with local companies, to engage with local young people, and to manage volunteer engagement. If you can support by donating time, money or resources for the development of Berkshire Youth, our projects, and the young people we serve, please get in touch.



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We invest in people Gold



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